

Undertake a Membership Drive.

Don't inadvertently restrict your numbers by having membership forms and sign up sheets only at meetings. In order to maximize your membership potential, be everywhere your neighbors are.

- ***Have volunteers go door to door.*** This can be a week-long effort or one-day blitz. Consider having a membership drive and then sponsoring a party that same day for volunteers to have fun and share experiences.
- ***Arm volunteers with printed materials.*** This can be a simple letter from the group's President that explains your neighborhood organization along with details of upcoming activities. Materials may also include information on municipal services and programs available in the area. Also, volunteers should carry membership forms with them and offer both immediate and mail-in membership opportunities.
- ***Develop a block leader network.*** Block leaders can pass out flyers and newsletters, welcome new residents, serve as a conduit for specific problems on the block, and place volunteers in activities. Work with organized Block Watches to promote safety within your community.
- ***Members can also be found at community gatherings.*** Sponsor a booth at a community festival or event. This is a great opportunity to talk to people in your area. Remember to have information and membership sign-up sheets at your booth.